

Abstract

Embodiments of the present invention relate to a floor display system comprising a floor covering and an electronic display device associated with the floor covering. The electronic display device is able to display electronically modifiable arbitrary content. The floor display system further comprises a controller and a sensing device coupled to the controller. The sensing device is associated with a specific location on the display device and generates a signal to the controller to cause a content of a display of the display device to be modified or newly generated at the specific location.